

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

In the Matter of

Rules and Regulations Implementing the)	CG Docket No. 02-278
Telephone Consumer Protection Act of 1991)	

PETITION FOR RECONSIDERATION

DIAL AMERICA MARKETING, INC.

Richard P. Jeffrey
President
Special Olympics Virginia
3212 Skipwith Road
Suite 100
Richmond, Virginia 23294

Special Olympics Virginia appreciates the opportunity to submit this Petition for Reconsideration to the Federal Communications commission in response to your report and order concerning calls made by for-profit companies on behalf of nonprofit organizations whereas there is an inducement to purchase goods or services with part of the proceeds going to the nonprofit.

DialAmerica has recently reached the \$200,000,000 mark in donated funds dispersed to programs like Special Olympics Virginia. The revenue generated from this type of no-cost contributions program is very difficult to replace. Special Olympics Virginia will realize over \$30,000 in sponsorship money from DialAmerica's Sponsor Sales Program in 2003. This places DialAmerica at the 2nd highest level of sponsorship within our program. Without these funds Special Olympics Virginia would either have to step up our fund raising efforts or consider cutting services to our mentally disabled participants.

A program like DialAmerica's could be exempted by utilizing the following criteria:

- Donation of over 10% of the proceeds to the nonprofit organization.
- Full disclosure to the consumer of the percentage contributed to the nonprofit.
- The sale value of the product does not exceed \$100.
- The value of the product is at a competitive retail price.
- Credit card information not obtained at the point of sale.
- Offering of a 100% refund and cancellation policy.

All of these criteria are currently part of the DialAmerica program. The Commission should seriously reconsider the exemption of a program like DialAmerica's that has donated over \$200,000,000 to various nonprofit organizations over the past 30 years.